

# The Deauville

PB24-0708 and PB24-0693 – November 26, 2024  
Planning Board Meeting

 Terra

Foster + Partners

Shulman +  
Associates



## DESIGN TEAM

### **Foster + Partners**

Foster + Partners is a global studio for architecture, urbanism and design, rooted in sustainability, which was founded over fifty years ago in 1967 by Norman Foster. Design is at the core of everything that we do. We design buildings, spaces and cities; we listen, we question, and we innovate.



Founded in 2004, ODP is an award-winning service architecture and interior design firm headquartered in Hollywood, FL, with offices in Fort Lauderdale, Naples and Tampa, FL. With over 20 years of delivering projects in South Florida, ODP has also partnered with premier architecture firms as Architect of Record.

### **Shulman + Associates**

Shulman + Associates is a multidisciplinary design studio that has been deeply engaged in the built environment of Miami Beach since the mid 1990s. Through built works and studies, lectures, exhibits and books, S+A has become a leader in the creative urban synthesis between preservation and innovation.





DEAUVILLE HOTEL SITE  
6701 COLLINS AVENUE



Ca. 1920



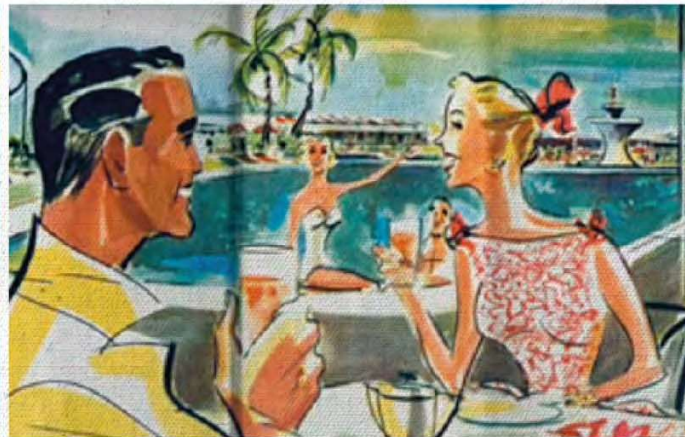
1926













1915  
MIAMI BEACH  
FOUNDED

1926  
DEAUVILLE CASINO HOTEL  
JOE ELSENER, OWNER

1936  
MACFADDEN-DEAUVILLE  
BERNARR MACFADDEN,  
OPERATOR

1956  
DEMOLITION OF  
MACFADDEN-DEAUVILLE

1957  
DEAUVILLE BEACH RESORT  
MELVIN GROSSMAN,  
ARCHITECT

2017  
THE DEAUVILLE CLOSES

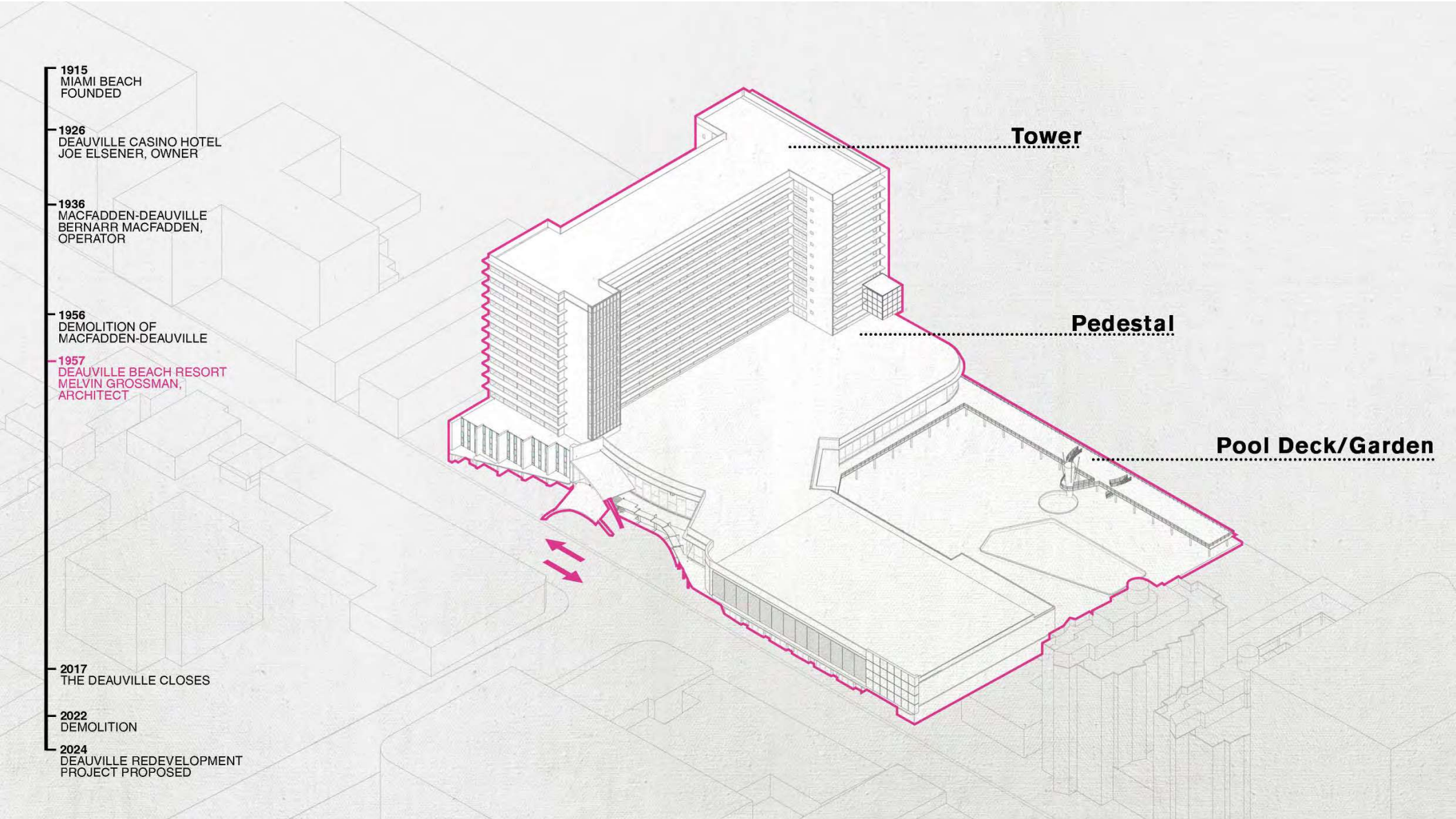
2022  
DEMOLITION

2024  
DEAUVILLE REDEVELOPMENT  
PROJECT PROPOSED

**Tower**

**Pedestal**

**Pool Deck/Garden**

















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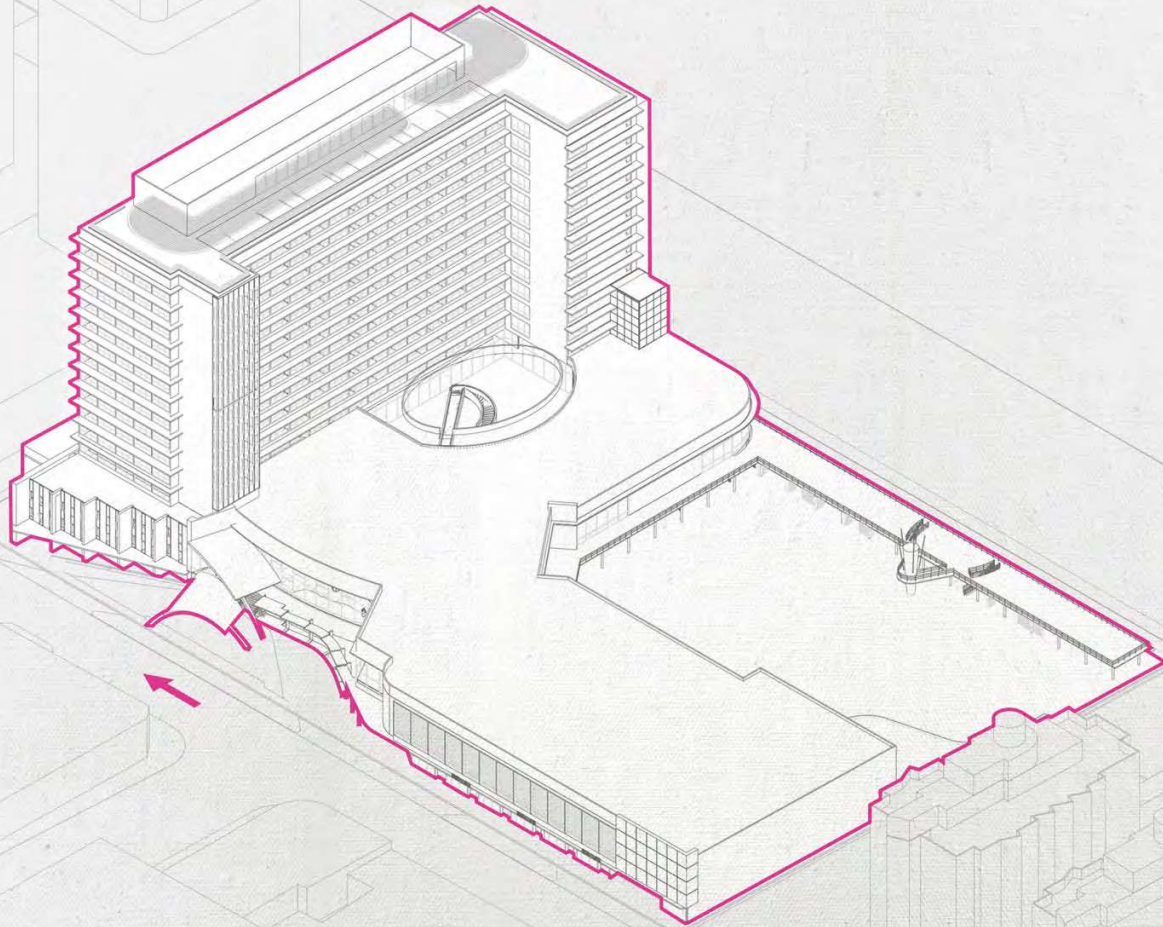
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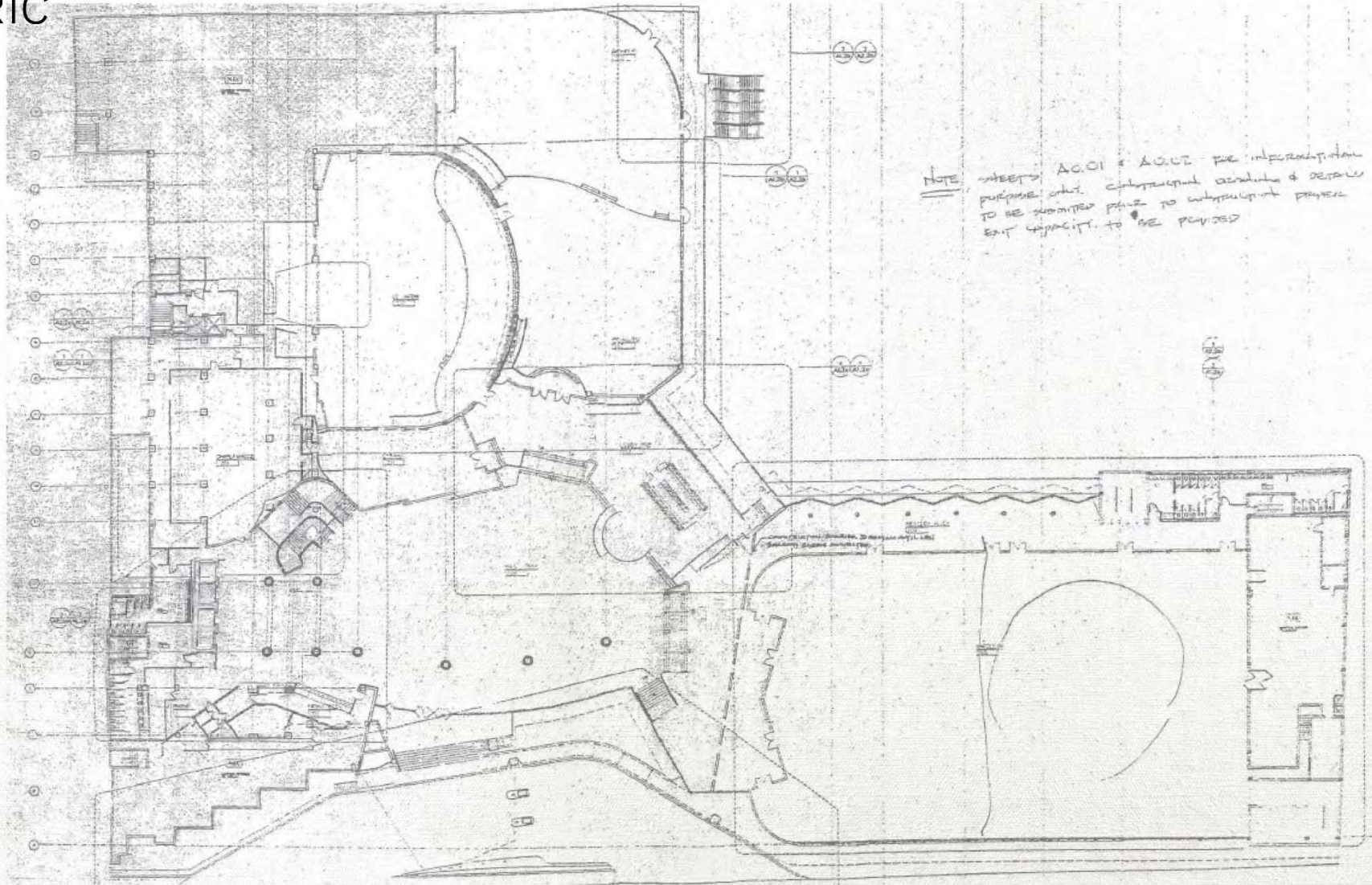






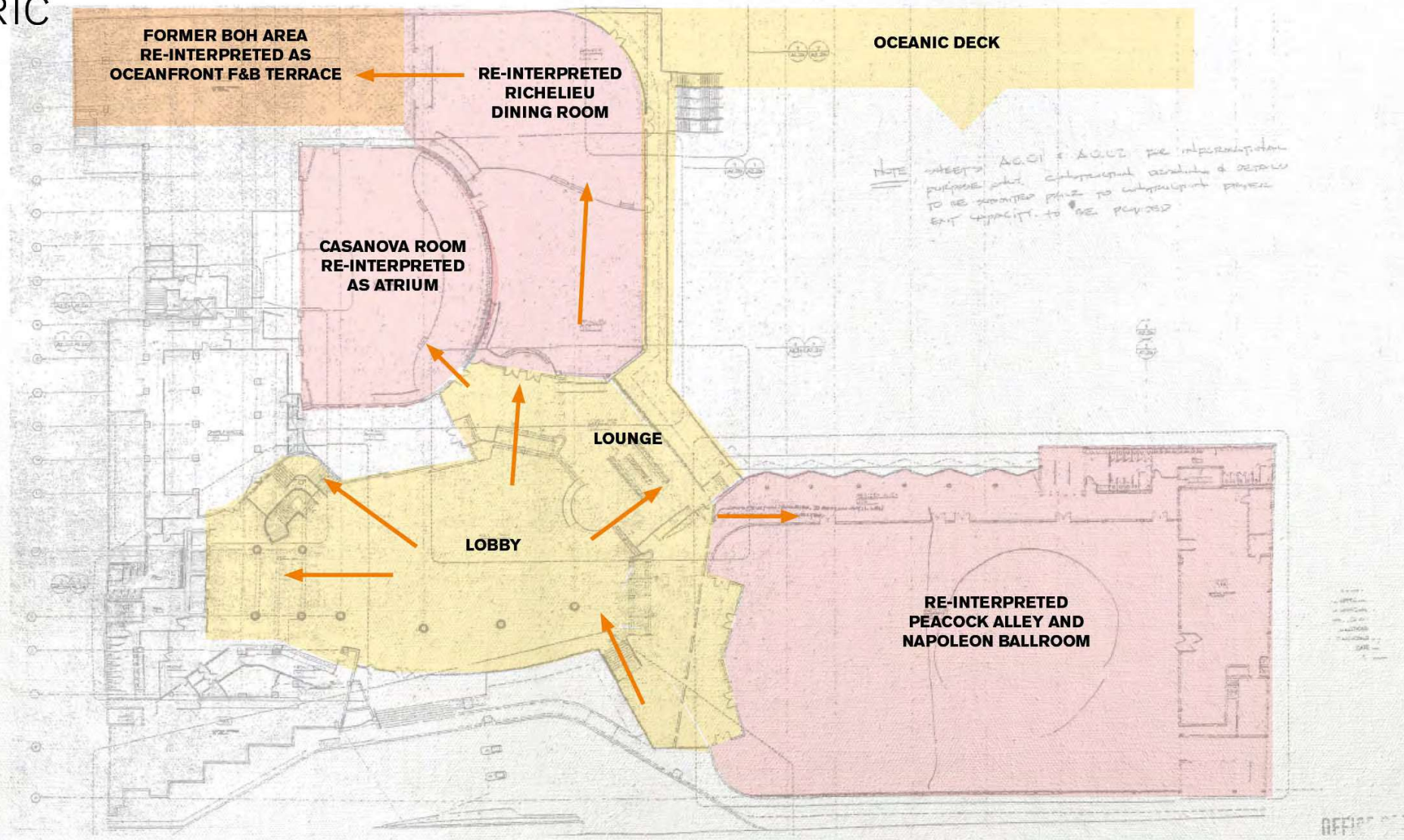


# HISTORIC HOTEL LOBBY





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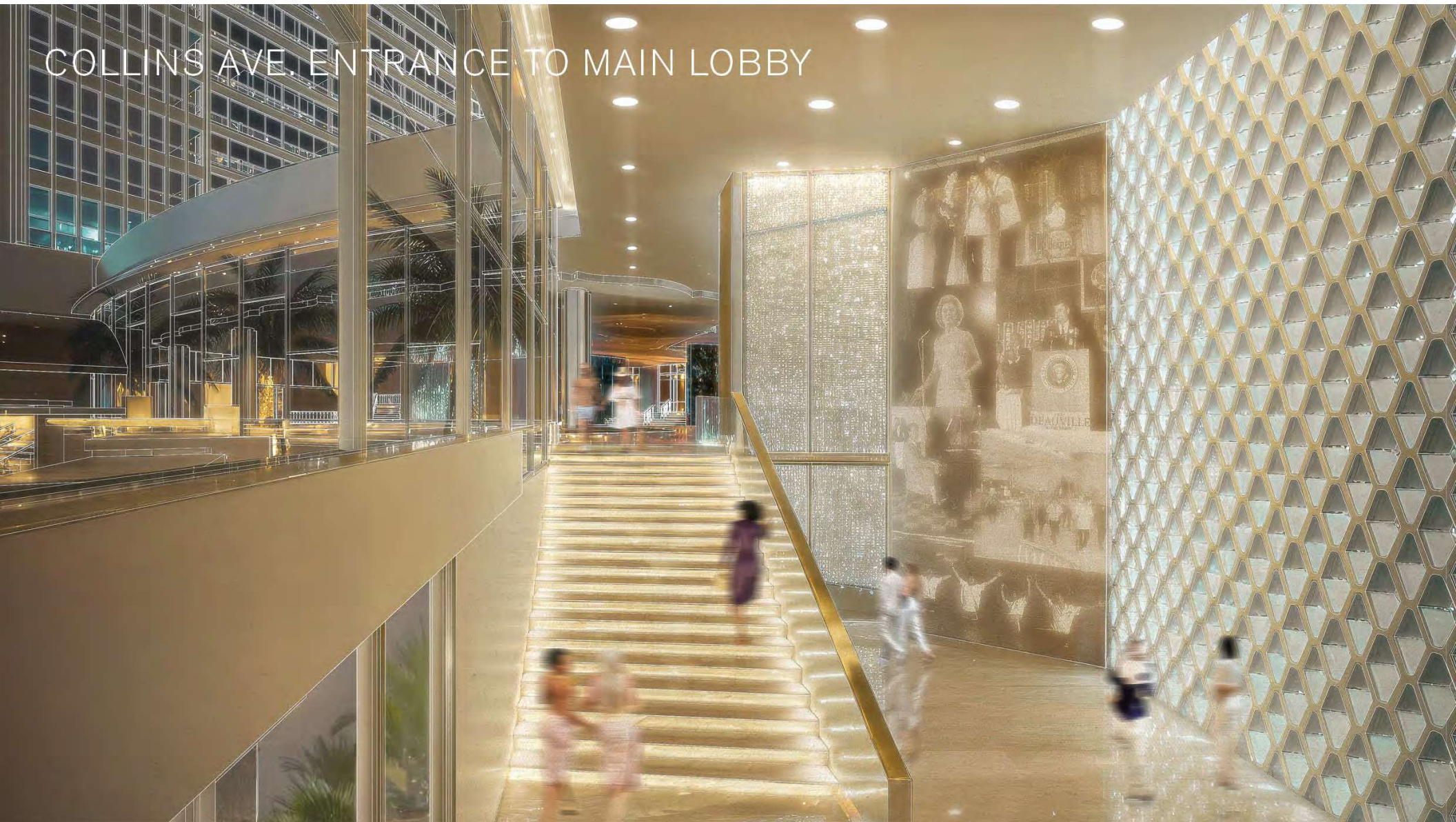


HISTORIC  
HOTEL  
LOBBY





COLLINS AVE. ENTRANCE TO MAIN LOBBY



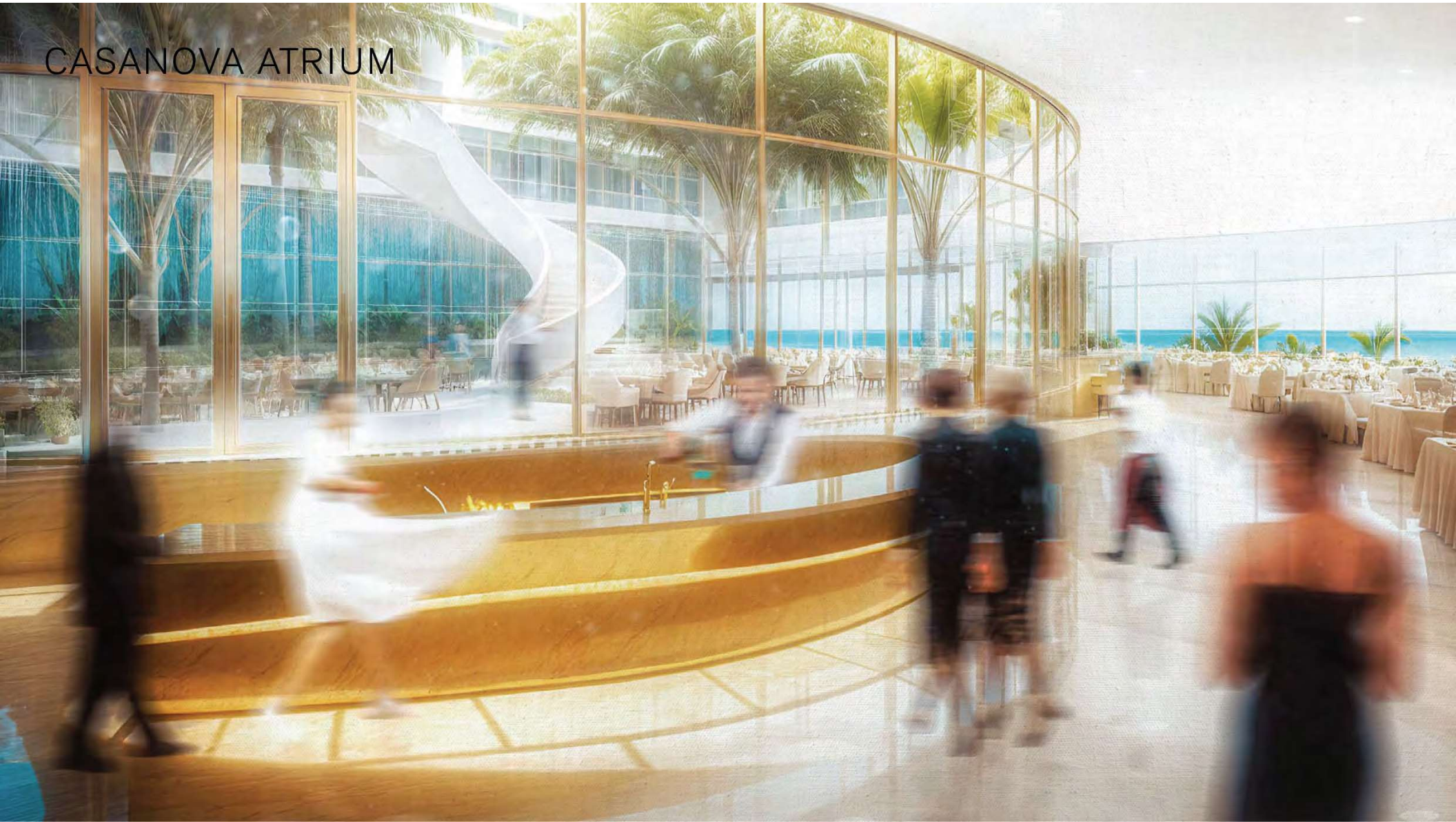


# DEAUVILLE LOBBY



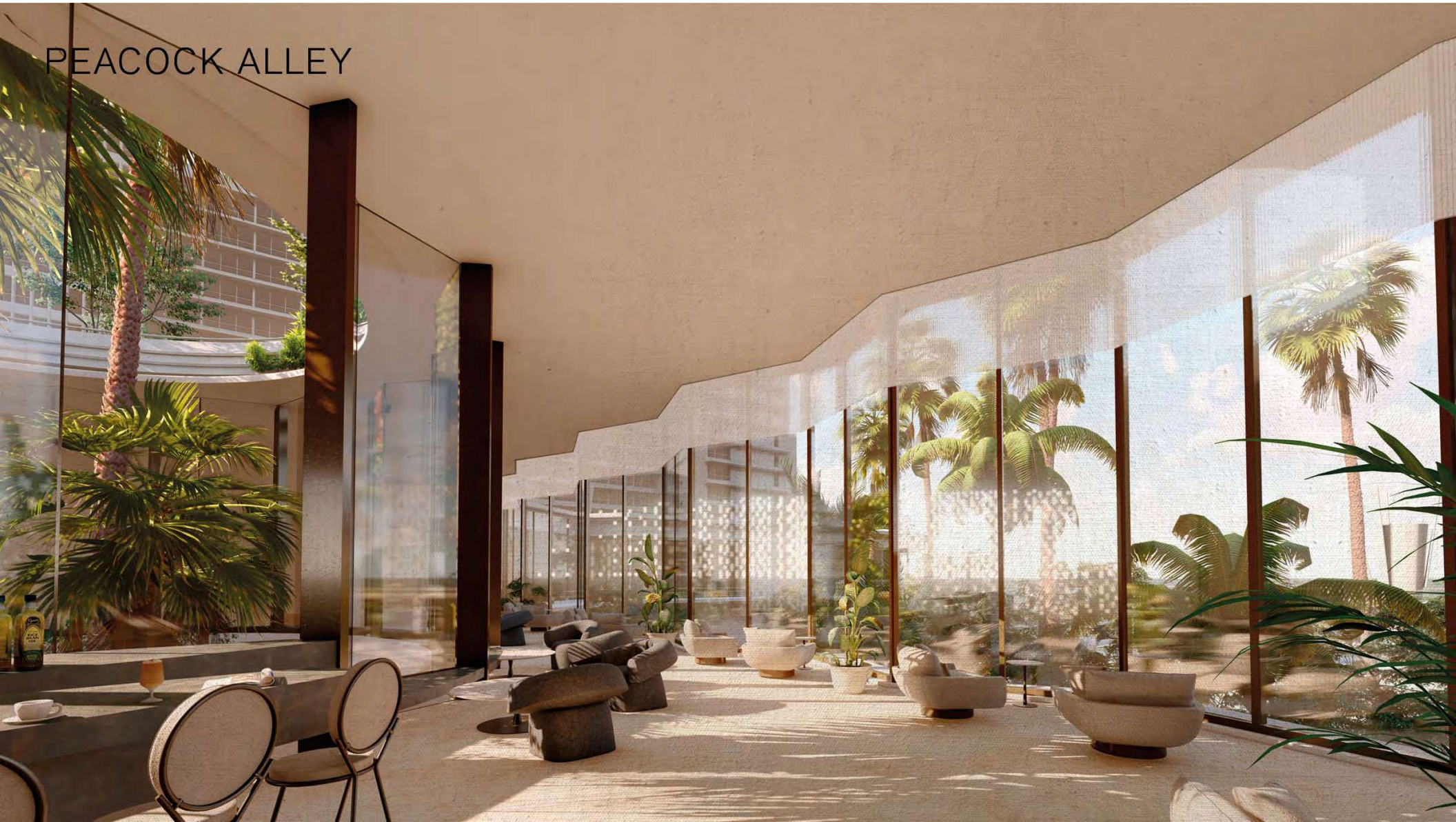


# CASANOVA ATRIUM



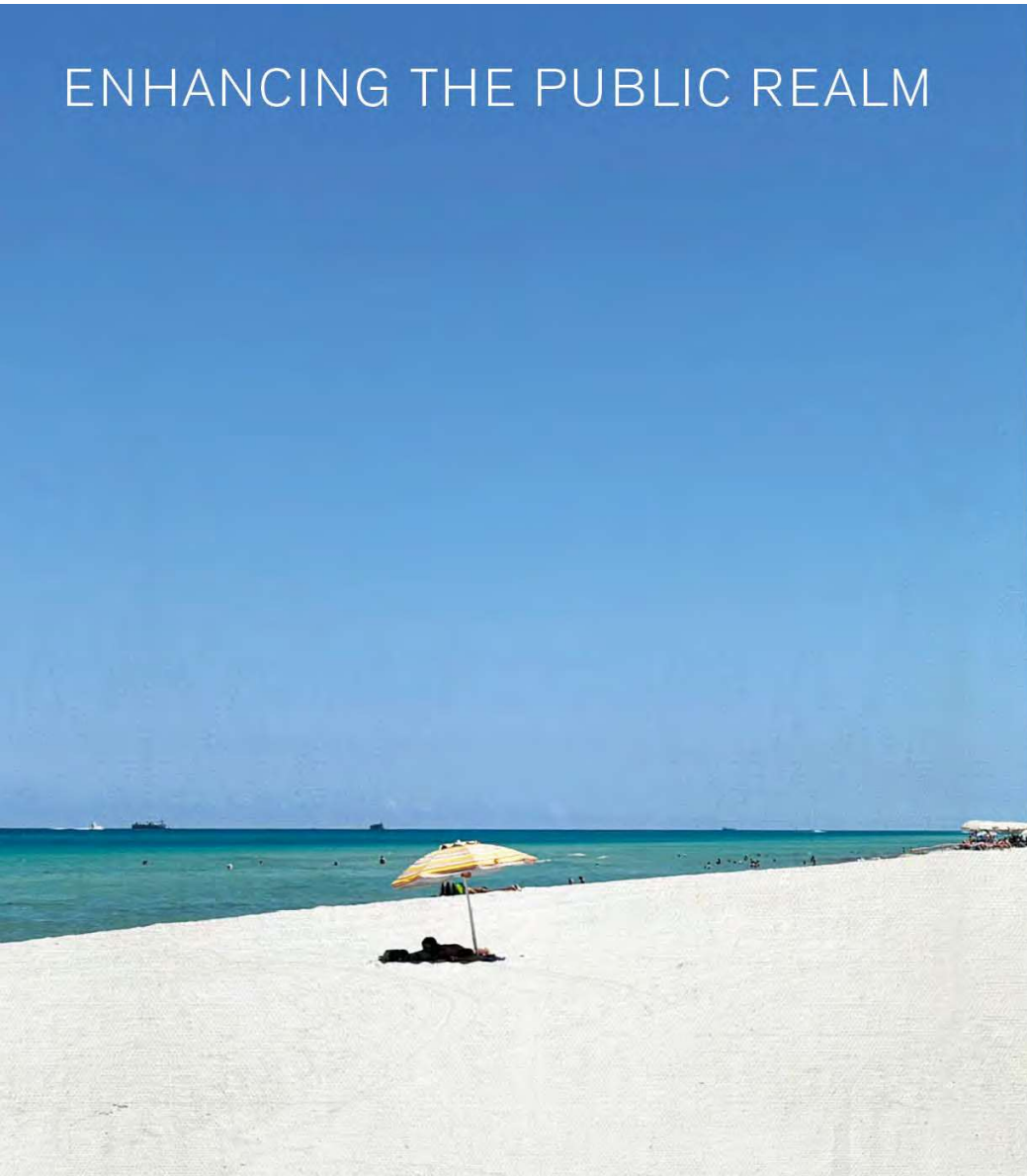


PEACOCK ALLEY



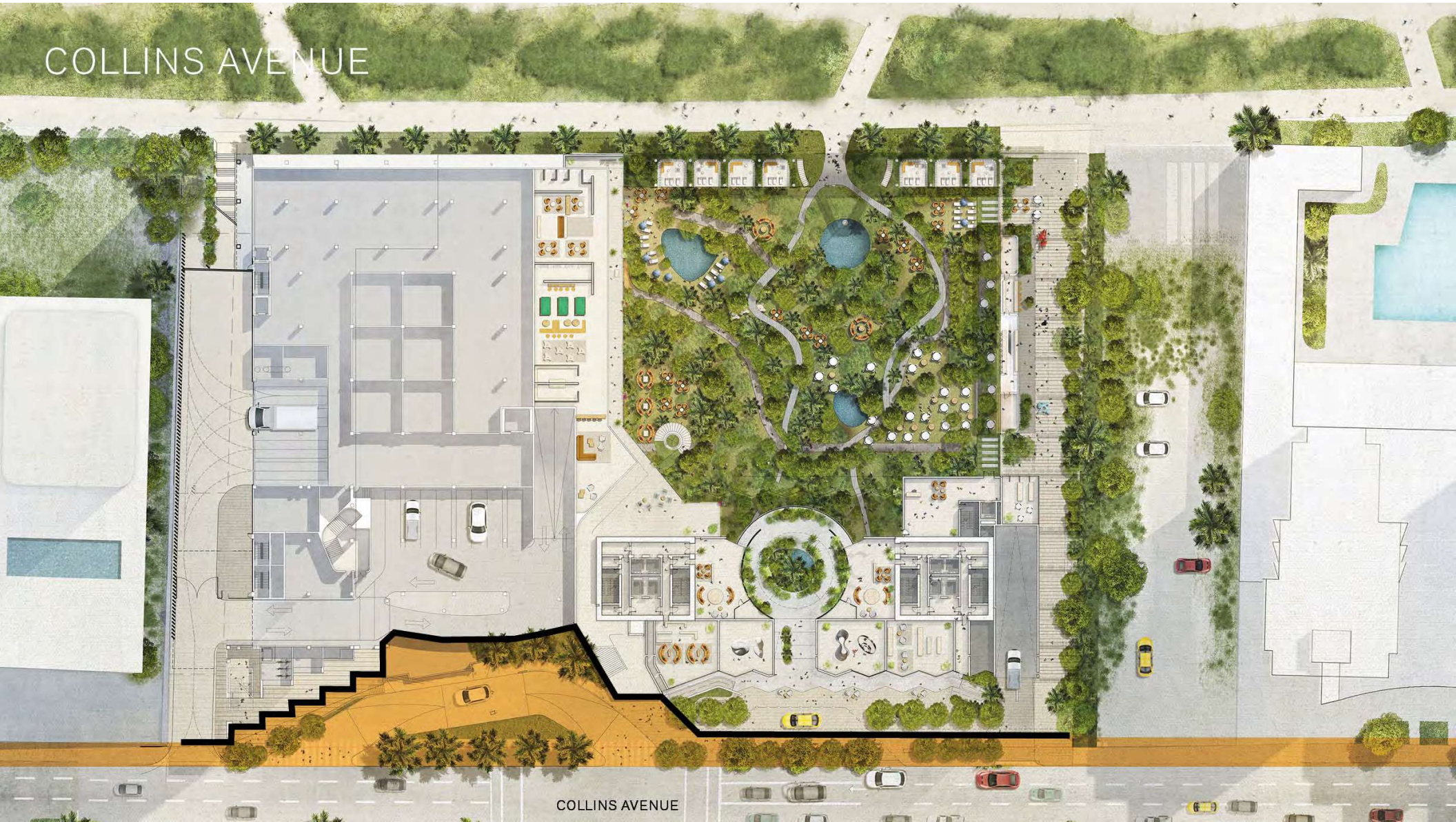


# ENHANCING THE PUBLIC REALM





COLLINS AVENUE



COLLINS AVENUE



COLLINS AVENUE



COLLINS AVENUE



COLLINS AVENUE 1964





A WIDER SIDEWALK





# ACTIVATION THROUGH RETAIL AND F&B





SOUTH BEACH WALK

COLLINS AVENUE





# DEAUVILLE SOUTH BEACH WALK

ARRIVAL FROM COLLINS AVENUE





# DEAUVILLE SOUTH BEACH WALK

DEAUVILLE WALK





# DEAUVILLE SOUTH BEACH WALK

ARRIVAL FROM COLLINS AVENUE

## THE DEAUVILLE WALK





NORTH PATH



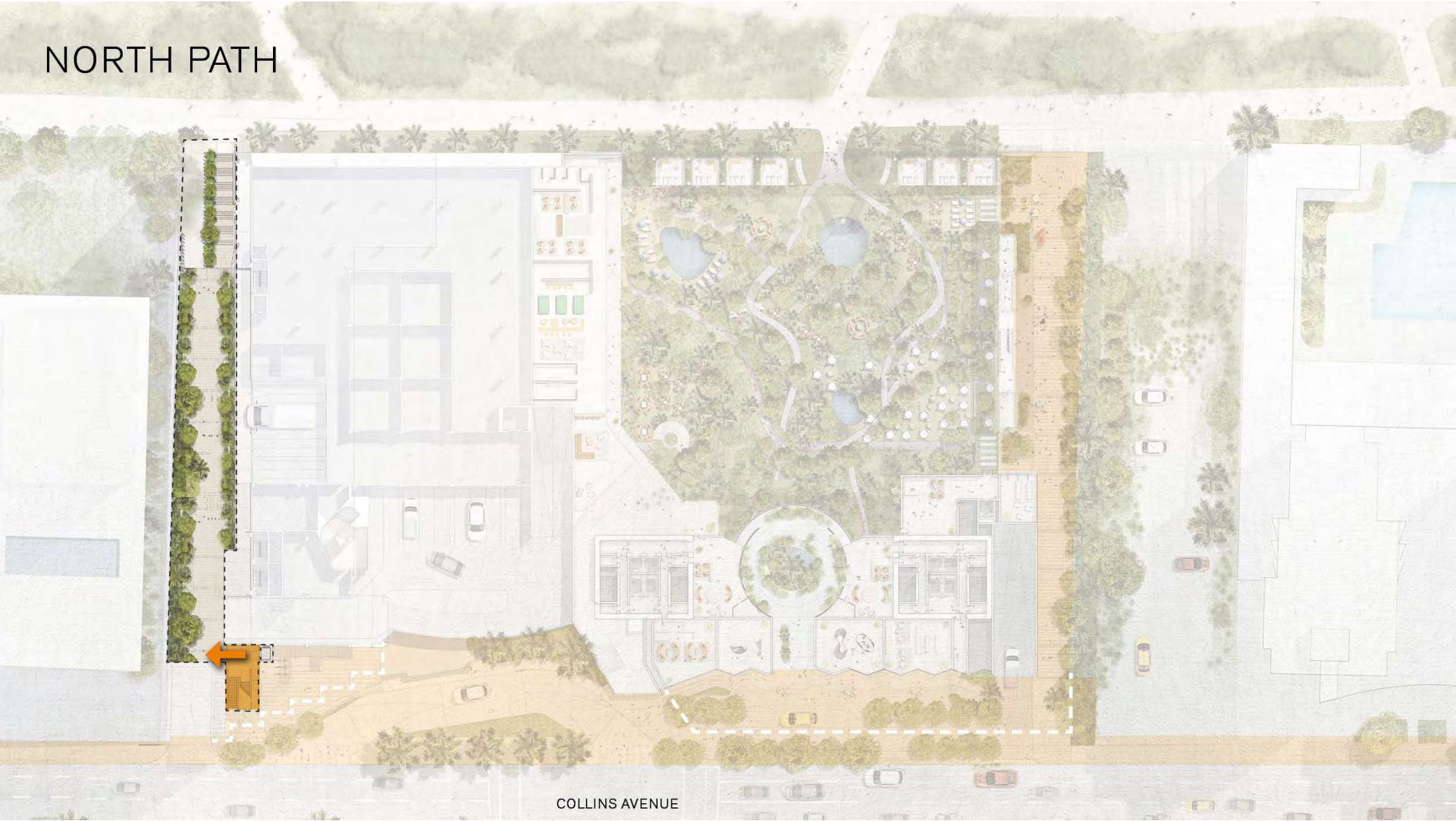
COLLINS AVENUE







NORTH PATH



COLLINS AVENUE

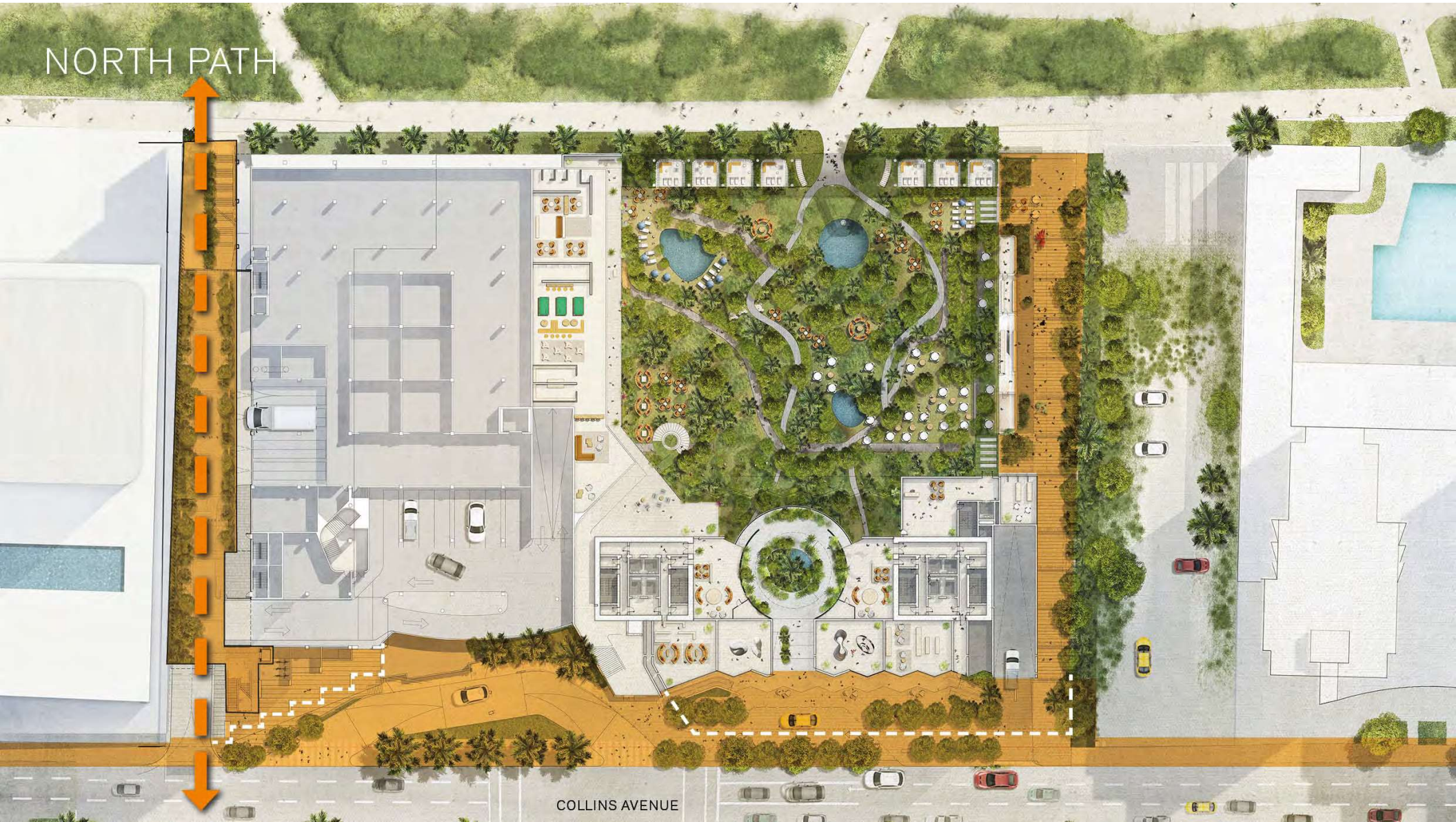


# DEAUVILLE NORTH BEACH WALK





NORTH PATH



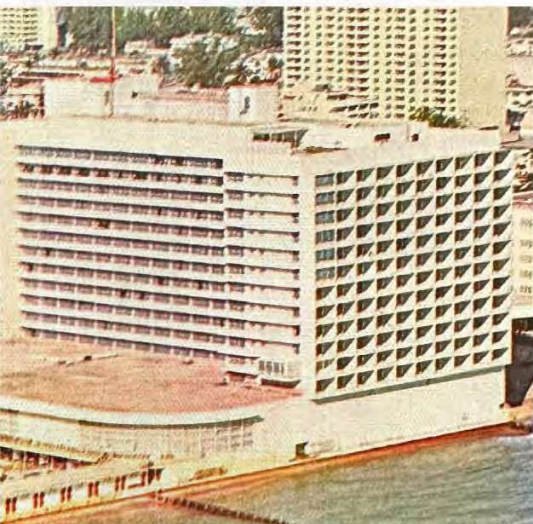
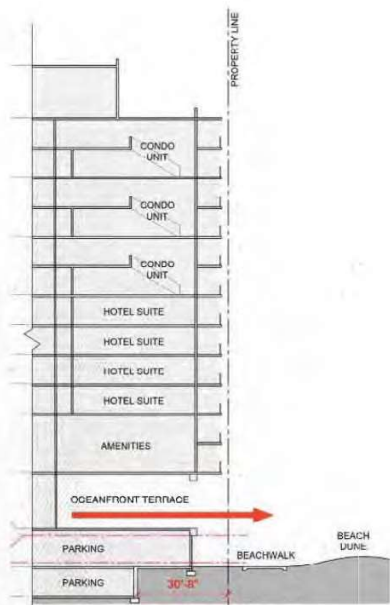
COLLINS AVENUE



# DEAUVILLE NORTH BEACH WALK







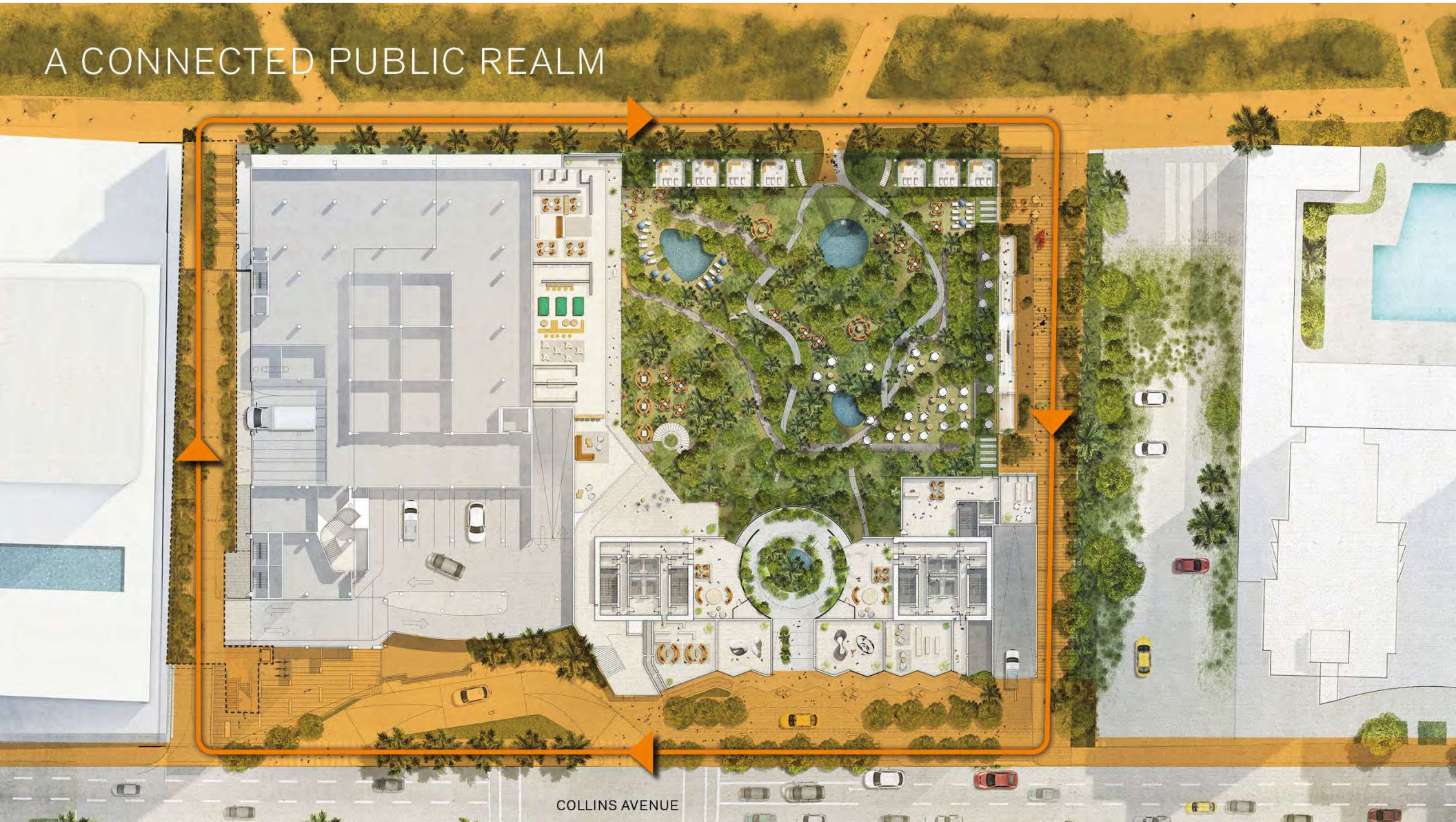


## BEACH WALK



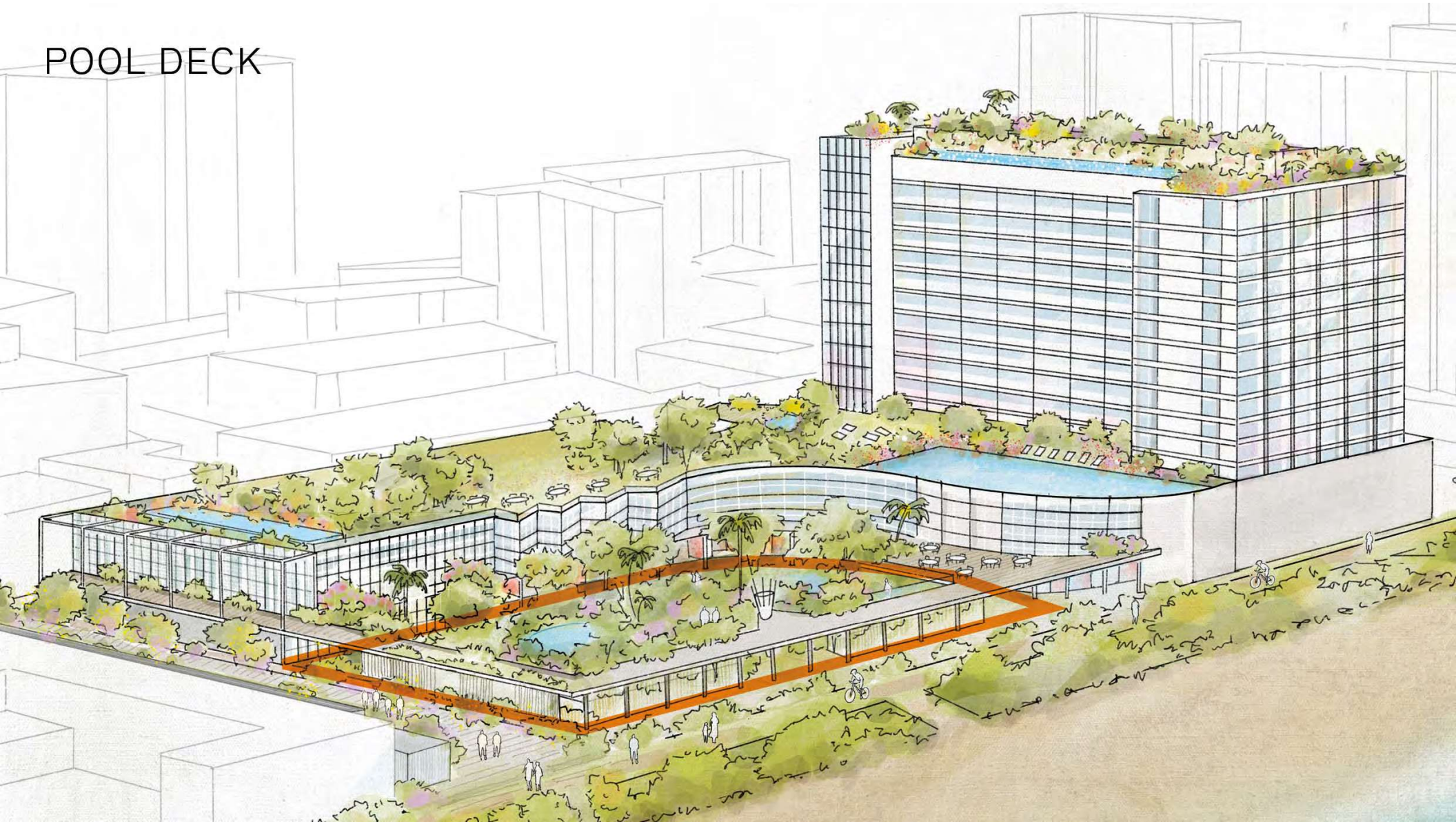


# A CONNECTED PUBLIC REALM



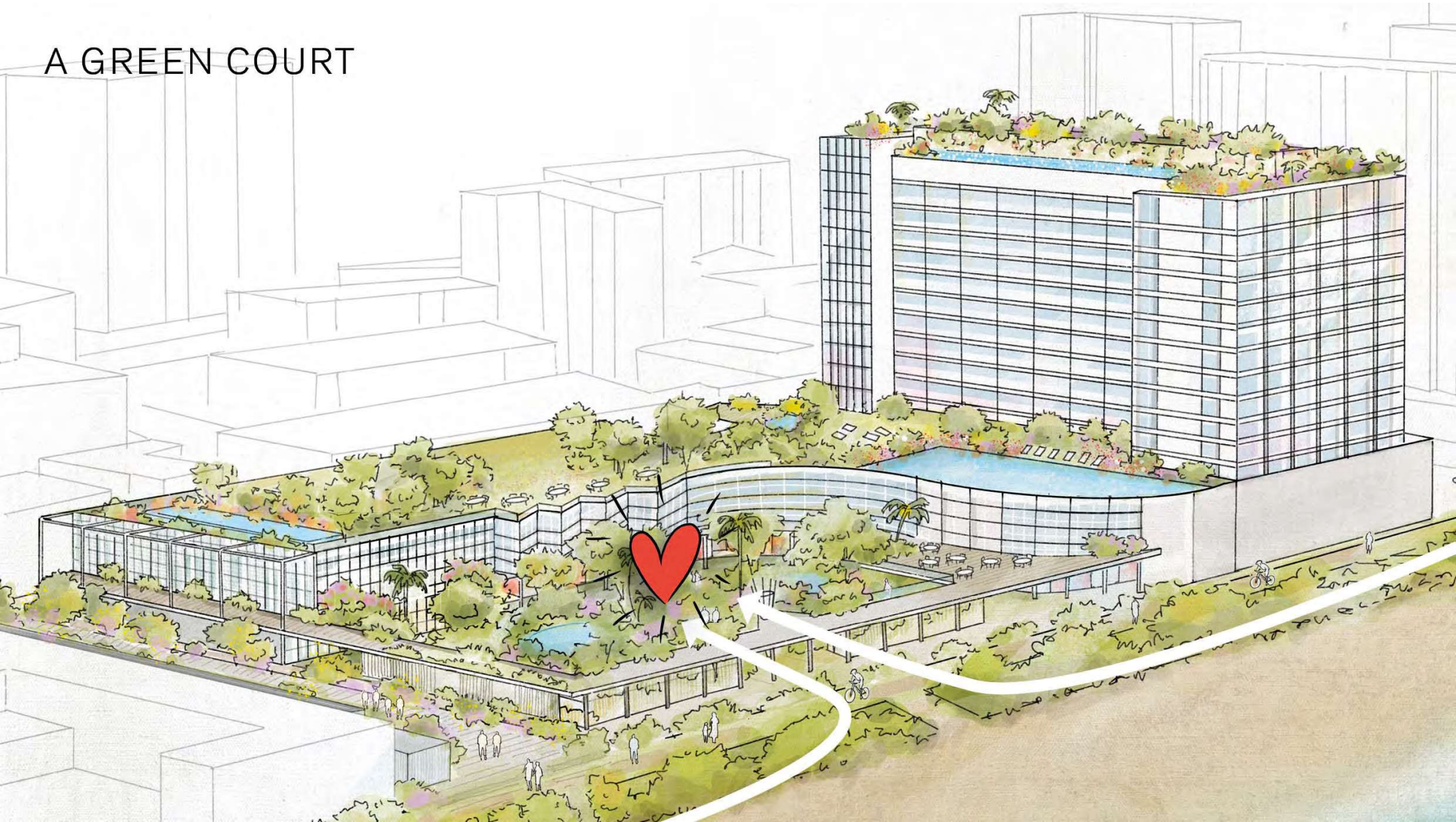


# POOL DECK





# A GREEN COURT



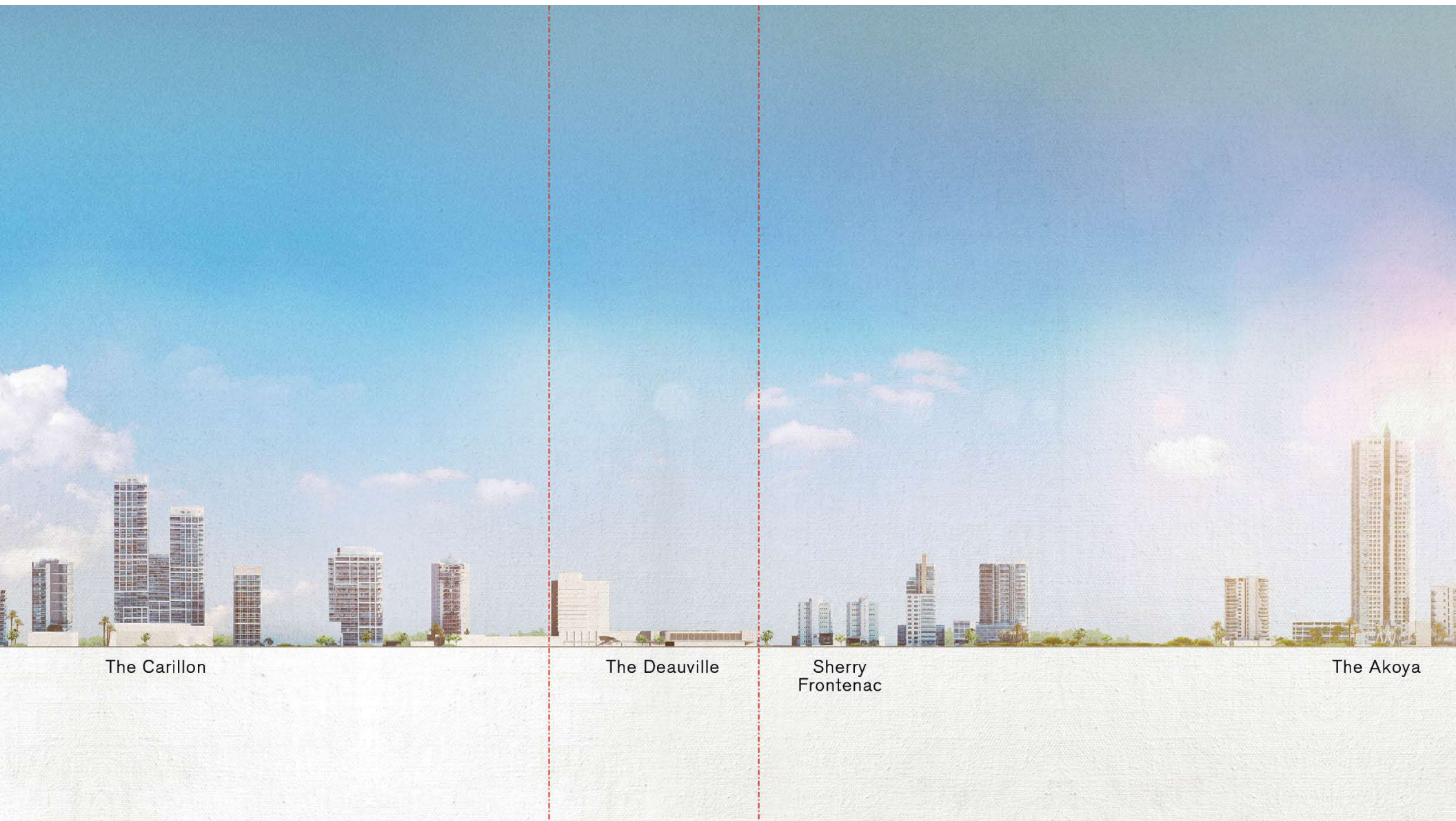












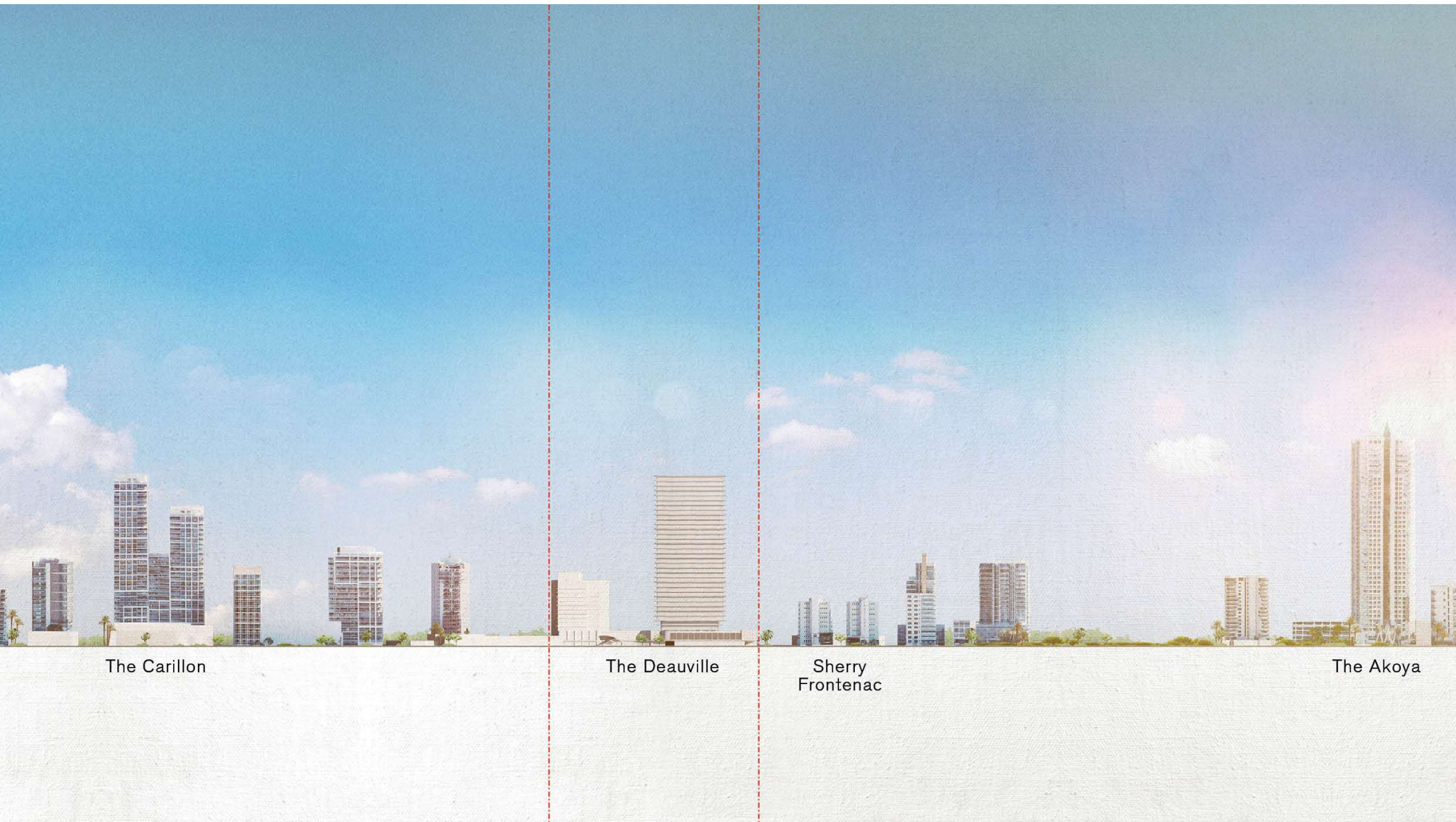
The Carillon

The Deauville

Sherry  
Frontenac

The Akoya





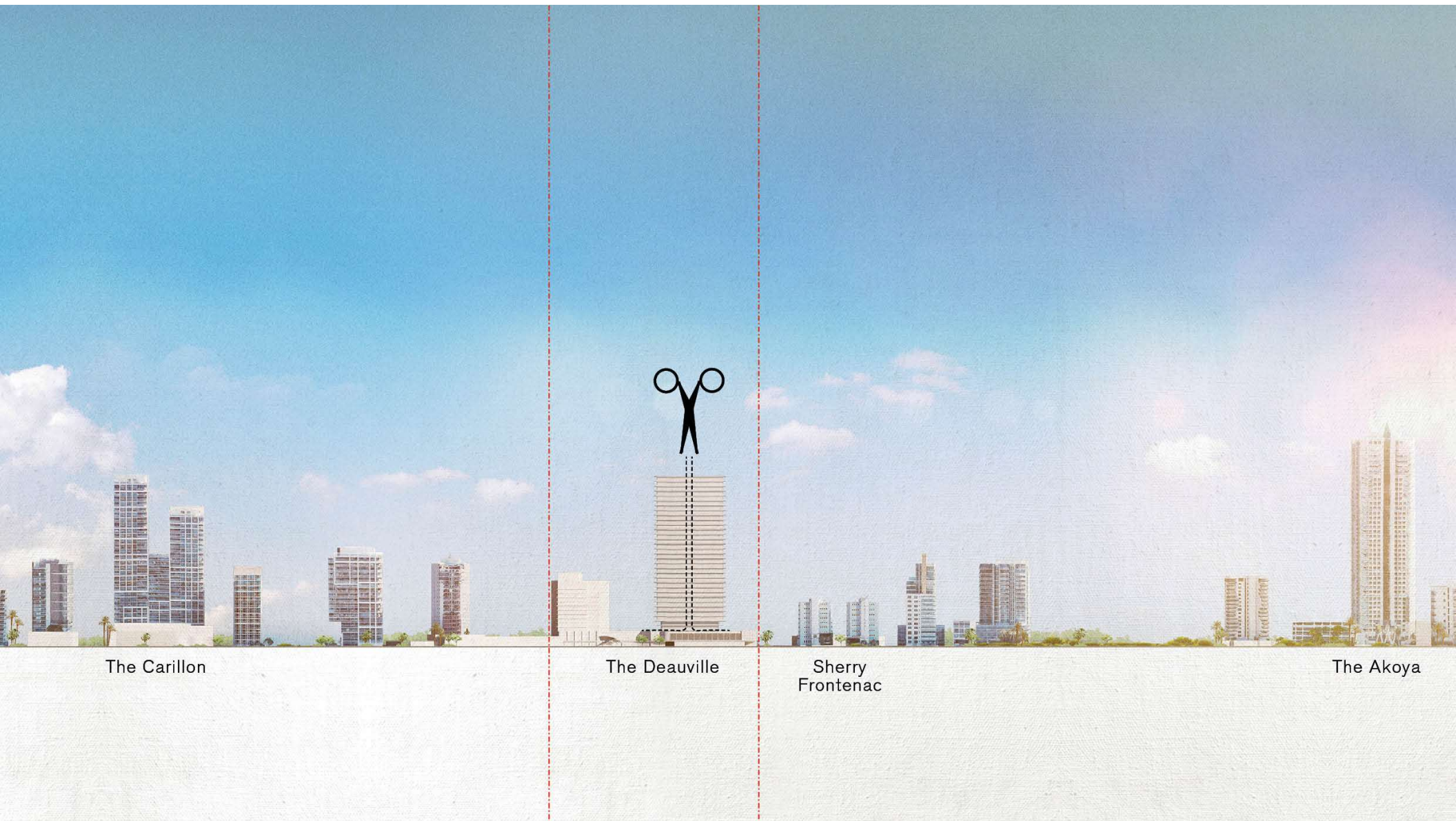
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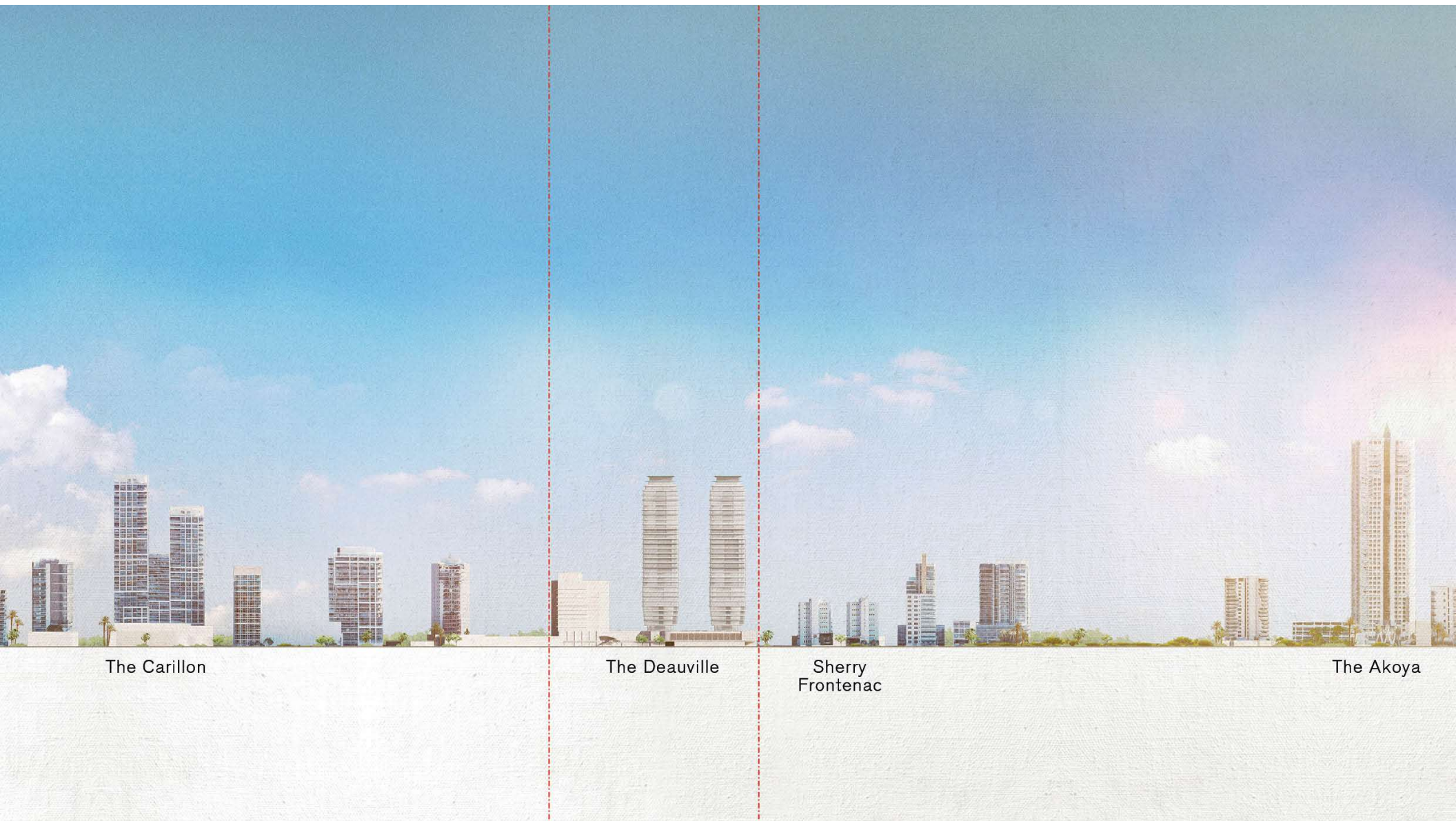
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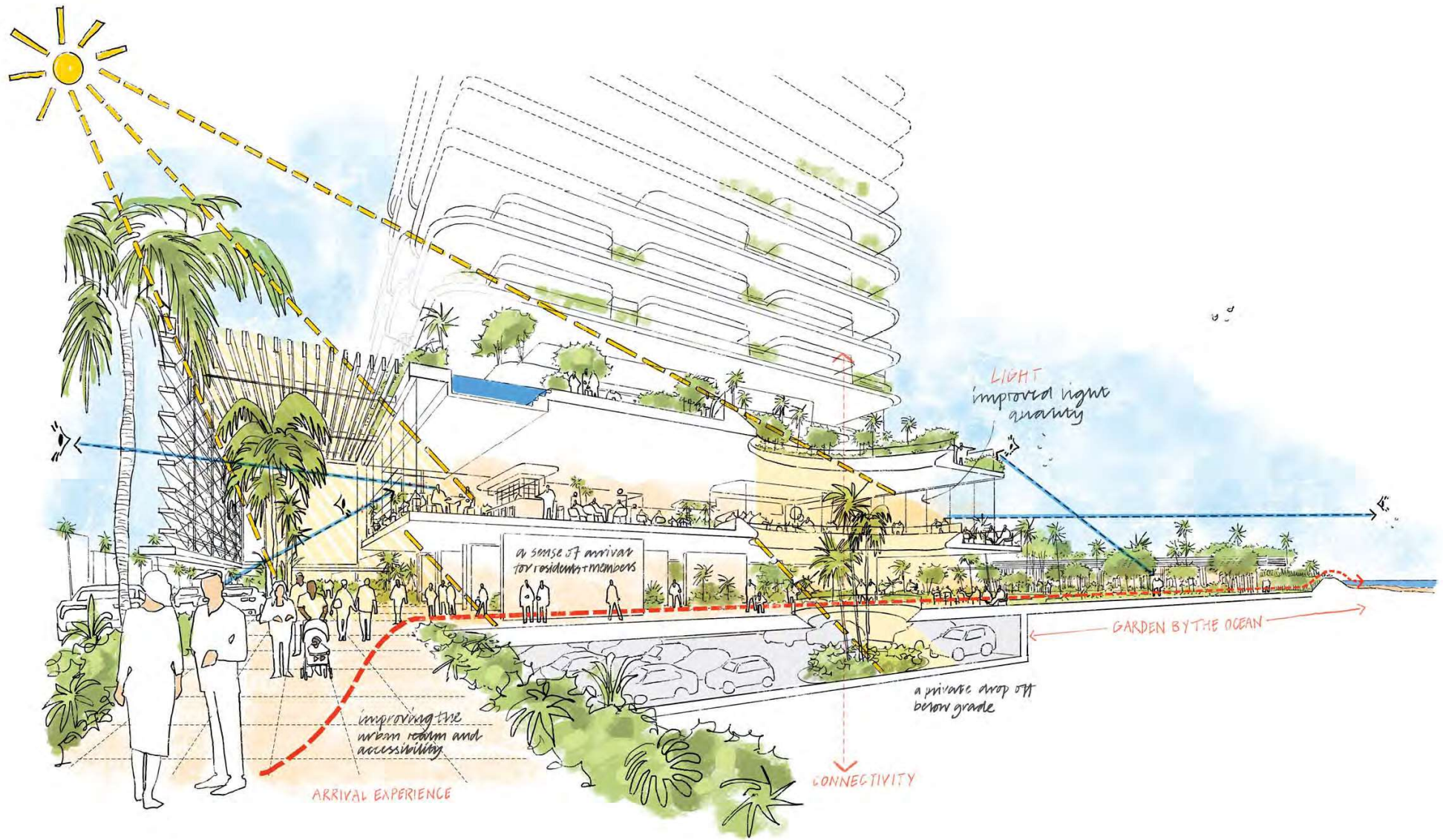
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ARRIVAL EXPERIENCE

improving the  
urban realm and  
accessibility

CONNECTIVITY

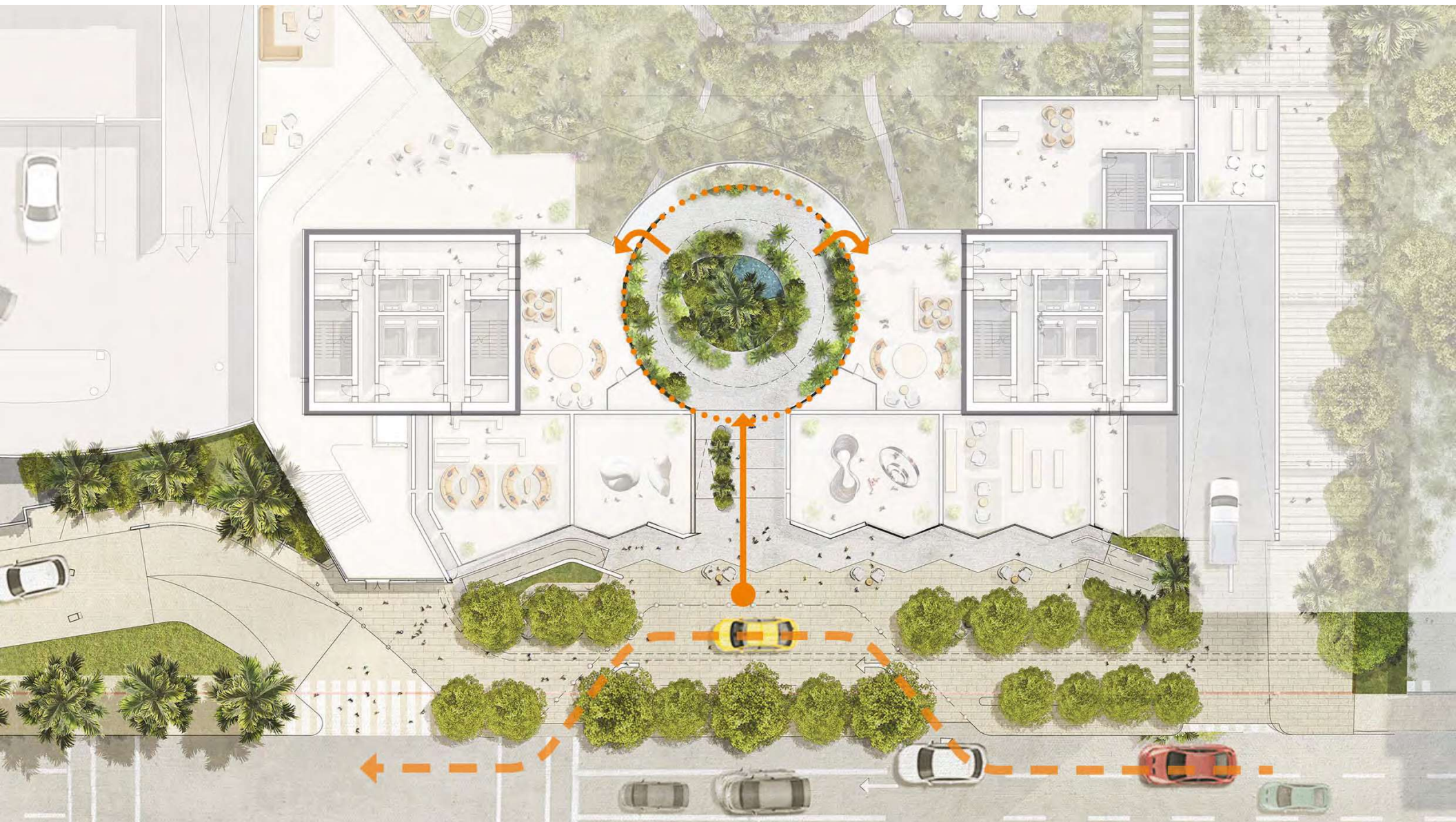
a private drop off  
below grade

GARDEN BY THE OCEAN

LIGHT  
improved light  
quality

a sense of arrival  
for residents + members







OCULUS



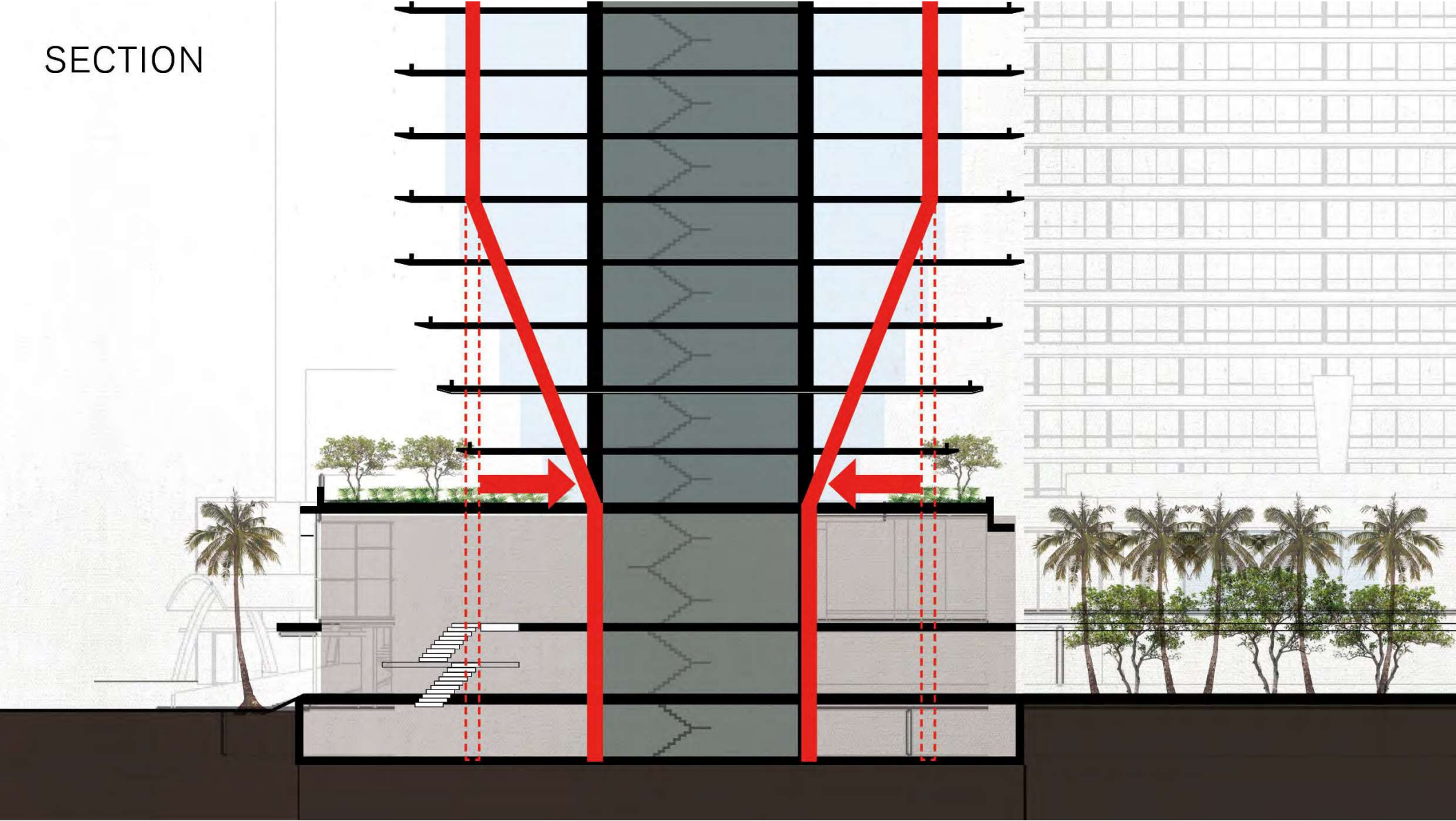


## MAIN DROP-OFF



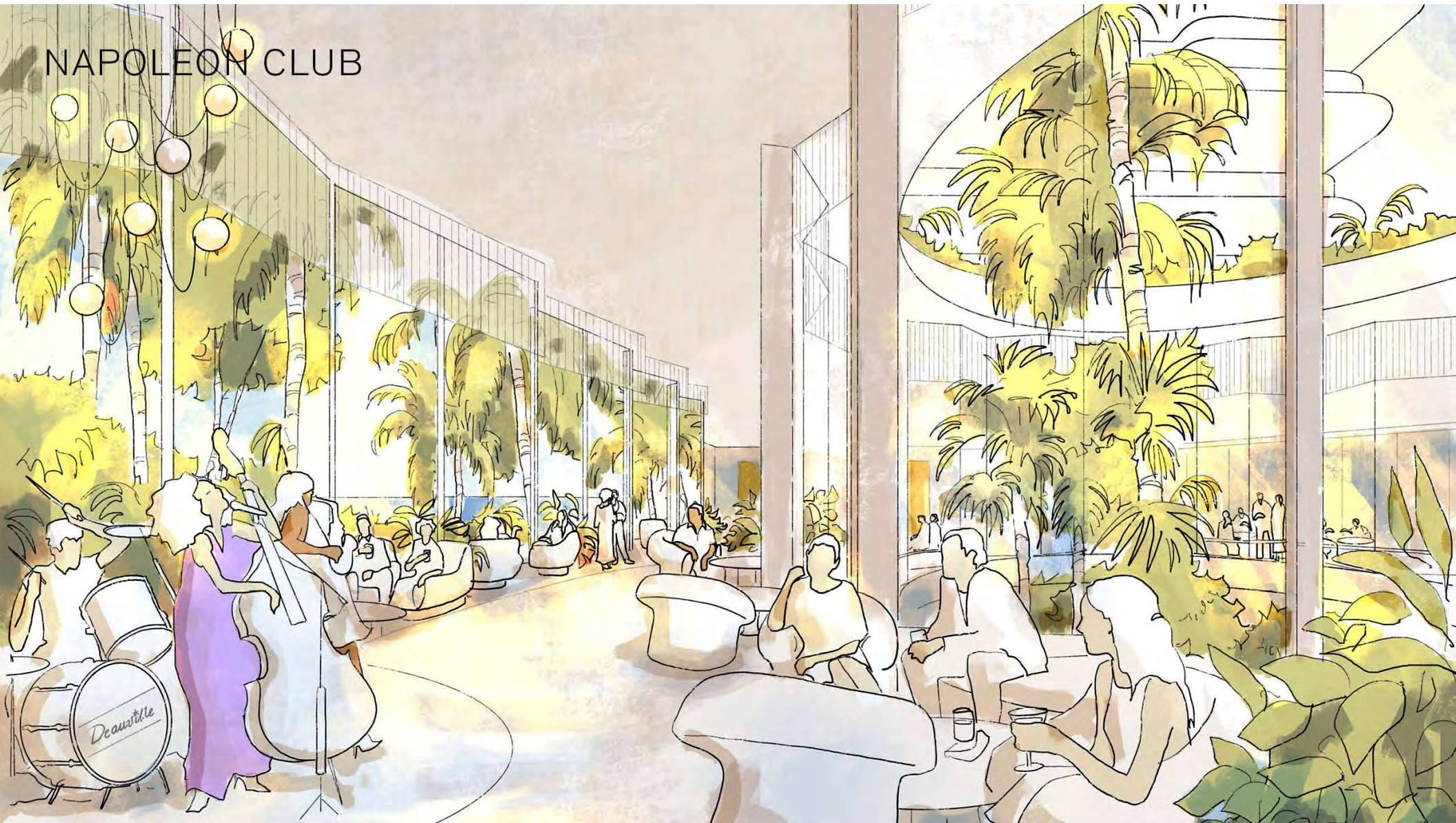


SECTION





# NAPOLEON CLUB





PROPOSED





## PROPOSED LEGISLATION – COMPREHENSIVE PLAN

Authorizes the City Commission to adopt land development regulations that provide additional floor area for substantial reconstruction of a contributing historic structure up to a **maximum of 400,000 SF**, provided that:

- Density is limited to **75 units per acre**
- Hotel unit count is limited to **280 units**
- Accessory uses are limited to **35%** of the square footage of the **reconstructed contributing building**
- The HPB approves the **substantial reconstruction**



# PROPOSED LEGISLATION – RESILIENCY CODE

**Creates North Beach Oceanfront Overlay for existing oceanfront lots within North Beach Resort Historic District that are 140,000 SF in size and at least 450 feet wide**

- Authorizes new construction above pedestal of substantially reconstructed Deauville
- Authorizes new ground floor additions
- Allows 20-foot-wide driveways
- Base FAR of 3.0 + 400,000 SF for substantial reconstruction of Deauville, provided:  
1) density and intensity limits are adhered to, 2) short term rentals prohibited for residences, 3) a public beach path is provided, 4) planning analysis is provided, and 5) building permit is obtained within 5 years
- Height bonus to 400 feet if all criteria required to use bonus FAR are satisfied
- Modifies required setbacks and setback encroachments for substantial reconstruction and new construction above pedestal
- Restores parking exemption for substantially reconstructed historic building
- Facilitates mechanical parking
- Imposes **Resilient Design Requirements** in lieu of compliance with current Resiliency Code requirements.



# IMPACT ANALYSES

## Traffic Study

- Current Permitted Maximum Development Potential  
**977 Hotel Rooms & Accessory Uses**
- Proposed Code Amendment Maximum Development Potential  
**280 Hotel Rooms & 140 Multifamily Residential Units & Accessories**
- Trip Generation - Weekend AM Peak Hour Reduction of 246 net new vehicle trips
- Trip Generation – Weekend PM Peak Hour Reduction of 379 net new vehicle trips

*\*Trip Generation conducted by Kimley Horn*



# IMPACT ANALYSES

## **Infrastructural & Planning Impact Study**

- Community Benefits
  - o Prohibition of short-term rentals for the residential units
  - o Beneficial Economic benefit to surrounding businesses
  - o Public access paths to the beach walk
    - North Access Path
    - South Access Path

*\*Impact Study conducted by The Curtis Group*



# IMPACT ANALYSES

## **Infrastructural & Planning Impact Study**

- Lower demand on Public Infrastructure and Services
  - o Reduced Water Consumption
  - o Reduced Sanitary Sewer Demand
  - o Reduced Solid Waste Generation
  - o Reduced Student Population
  - o Reduced Demand on City recreational areas

*\*Impact Study conducted by The Curtis Group*



# IMPACT ANALYSES

## Key Economic Impacts

### 1. Jobs Created

**Temporary:** 4,358 jobs during construction across multiple sectors.

**Permanent:** Project is expected to create 236 permanent jobs once operational. These jobs will be sustained annually, primarily in the hospitality and commerce sectors.

### 2. Property Value Growth:

Taxable value increases from **\$72,2M in 2024 to \$725,9M by 2030** (build out/operational year).



## IMPACT ANALYSES

<b>Tax Revenue</b>					
<b>2024 - 2122</b>					
<b>Year</b>	<b>Taxable Value</b>	<b>City Ad Valorem</b>	<b>County Tax</b>	<b>Schools Tax</b>	<b>Children's Tax</b>
2024 (Initial)	72,261,000	422,886	330,522	467,384	36,131
2030 (Stabilized)	725,930,003	4,248,288	3,320,404	4,695,315	362,965
2121 (99th Year)	93,762,490,292	548,716,846	428,869,631	606,455,787	46,881,245
<b>Total over 99 years</b>		<b>12,717,930,212</b>	<b>9,940,161,442</b>	<b>14,056,179,319</b>	<b>1,086,593,949</b>

<b>2030 - 2051</b>			
<b>Year</b>	<b>North Beach CRA</b>	<b>Resort Tax</b>	<b>State Sales Tax</b>
2030 (Stabilized)	3,740,390	479,160	991,892
<b>Total to 2051 Sunset</b>	<b>366,246,475</b>	<b>13,740,625</b>	<b>28,443,971</b>



THANK YOU



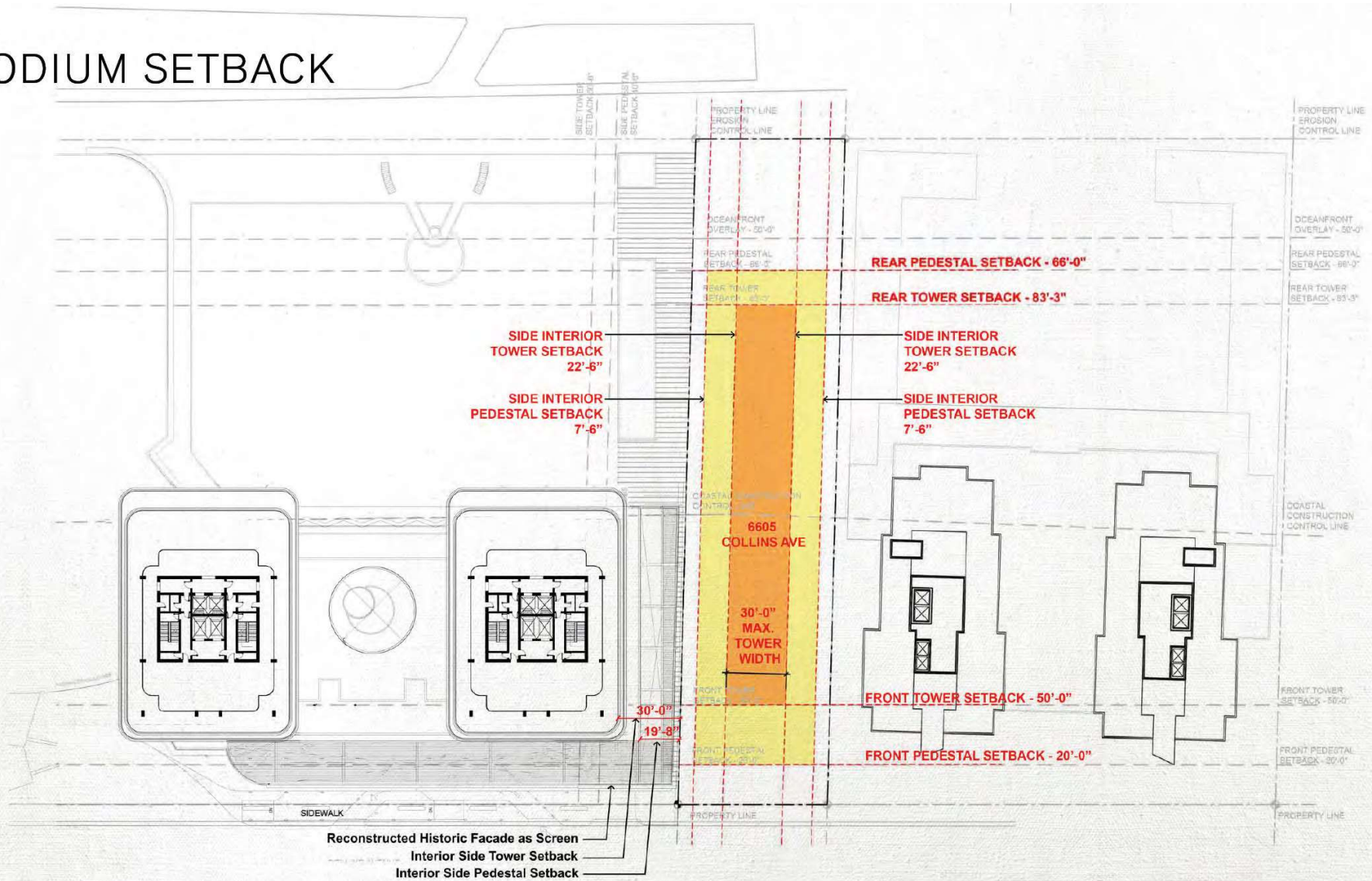
# APPENDIX

## Traffic – Proposed New Trip Generations

Table 1: Proposed Net New Trip Generation				
A.M. Peak Hour (P.M. Peak Hour)				
Future Land Use (ITE Code)	Scale	Entering Trips	Exiting Trips	New External Trips
<i>Existing Code Amendment</i>				
Hotel (310)	977 rooms	222 (292)	175 (282)	397 (574)
<i>Proposed Code Amendment</i>				
Hotel (310)	280 rooms	61 (74)	49 (73)	110 (147)
Multifamily Housing (High-Rise) (222)	140 dwelling units	11 (30)	30 (18)	41 (48)
<i>Subtotal:</i>		72 (104)	79 (91)	151 (195)
<b>Net New Project Trips</b>		<b>-150 (-188)</b>	<b>-96 (-191)</b>	<b>-246 (-379)</b>

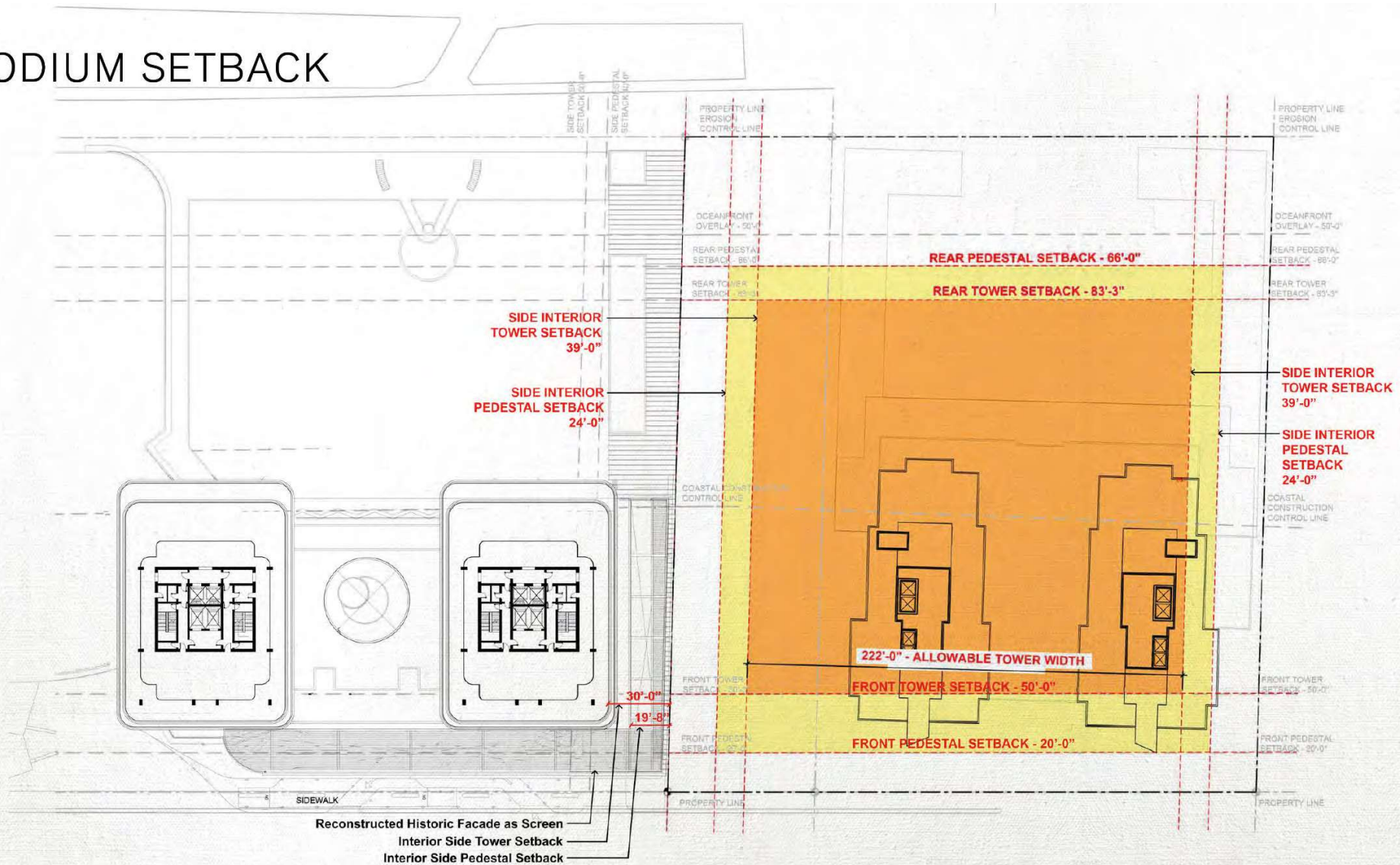


# PODIUM SETBACK





# PODIUM SETBACK





SECTION THROUGH THE SOUTH BOUNDARY

